

ABSTRACT

The increasing of need for internet this time resulted in an increasing number of internet users every year around the world, especially in Indonesia. One of the Internet Service Provider (ISP) in Indonesia is Speedy. In Indonesia, especially in big city like Bandung, internet users are dominated by students and college students whose internet usage quota is limited. So this research is focused onto “Speedy Paket Family Semi Unlimited” with speed 384 kbps. These market segments are sensitive with internet service tariff so the company should be able to determine the appropriate tariff for consumer and also profit for the company.

There are two tariffs calculation methods, value-based pricing dan cost-based pricing. Value based pricing is a pricing method based on customer perception, which the company will determine how valuable a product for the customer. The aim is to avoid setting prices too high or too low from the willingness to pay customers, if they know they can get benefits from the use of a product or service. Cost-Based Pricing is a pricing method that uses a product or service direct costs, indirect costs, fixed cost and variable cost associated or not with the production and sale of products or services.

Data used in this research are secondary data, consist of information from inside the company or the internet and other media and also the primary data, which is consisting of interviews and distributing questionnaires to consumers of speedy and Telkomsel Flash. 210 questionnaires are distributed to both consumer “Speedy Paket Family Semi Unlimited” and also Basic Package of Telkomsel Flash” in Bandung.

The results of this research is a proposed “Speedy Paket Family Semi Unlimited” tariff obtained from the consideration of the tariff of that Speedy products and competitors, Mapping Perceptual Mapping Position, and Consumer’s Willingness To Pay. Also from the results of this study, PT. Telkom, Tbk. can determine tariffs that match with consumer’s willingness and ability to pay and give profits for the company, too.

Key Words : Tariff, Cost Based Pricing, Value Based Pricing